



**POWERING YOUR BUSINESS**

PRIMA POWER AT A GLANCE

Prima Power is present in our everyday lives.

DISCOVER HOW





# INNOVATION IS POWER

We are committed to creating continuous innovation and we are proud that our customers can benefit from it.

## SMART MANUFACTURING

Staying at the forefront of Industry 4.0 technologies with IoT and cloud solutions and augmented reality tools.

## EVOLVING TECHNOLOGY

Advanced technology is fascinating: we are proud of how users can benefit from it. Solutions move forward through innovation, which we are committed to continue creating.

## OPEN INNOVATION

We promote an Open Innovation approach thanks to partnerships with universities, research centers, suppliers and high-tech companies.



### Visit our website

Find out more about what our technologies can do for you and how you could benefit from our consulting and assistance services: [primapower.com](http://primapower.com)

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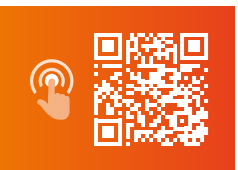
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## FIND OUT MORE ABOUT







# POWERING YOUR BUSINESS

BY PUSHING INNOVATION

The main driver that moves us to innovate is **enhancing our customers' profitability through advanced, reliable, and autonomous production systems.**

Whatever the type of application you need and whatever the industry you operate in, our comprehensive portfolio of technologies will meet your needs, with dedicated solutions in the automotive, space economy and many other high-growth sectors, as well as for job shops and contractors.

AEROSPACE

FOOD SERVICE EQUIPMENT

AUTOMOTIVE

HEALTHCARE & MEDICAL

BUILDING & HOUSING EQUIPMENT

HVAC

ELECTRIC CABINETS

MECHANICS & MACHINERY

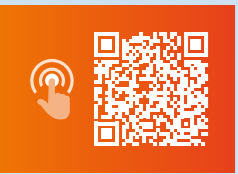
ELEVATORS & ESCALATORS

STEEL FURNITURE, PANELS & WAREHOUSING

ENERGY

YELLOW GOODS & TRUCKS





# SUSTAINABILITY AND GROWTH

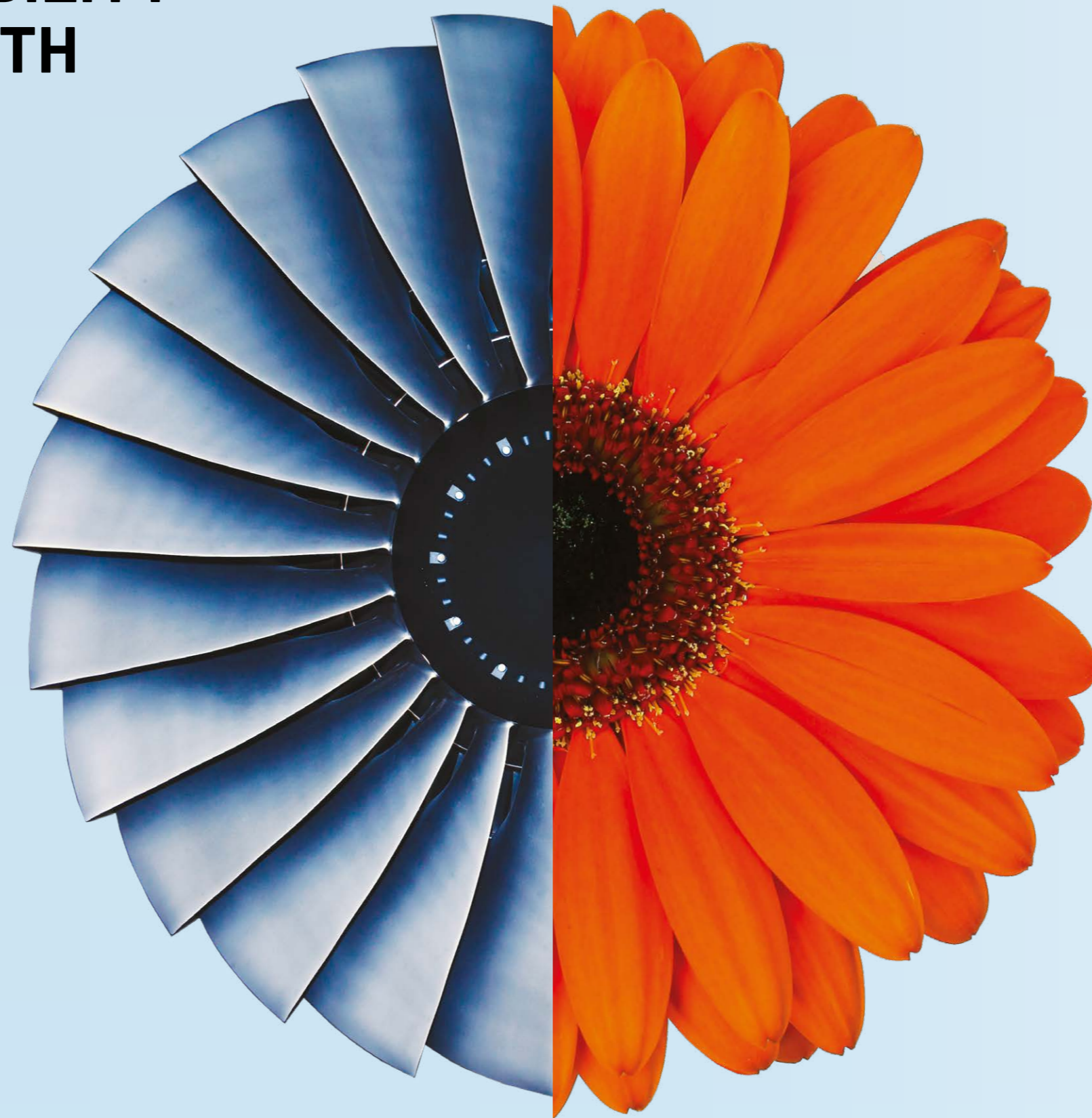
Sustainability means combining environmental protection and social progress with long-term profitability for our customers and all our stakeholders.

## GREEN TECHNOLOGIES

Prima Power has a long tradition of continuous development and great flexibility, of operating economy through versatility and high automation levels, with low energy and maintenance costs. Under our Green Means® banner, this translates into technology and know-how that meet the requirements of productivity and more sustainable manufacturing.

We are pioneers in the electrification of machines, adopting servo-electric technology since 1998. Today we can offer a **full line of servo-electric solutions that enables higher productivity and lower environmental impact.**

We also believe that people make a difference. We pay special attention to diversity, sharing knowledge, promoting a positive work environment, and supporting the continuous growth of people – of our company, of our customers and other stakeholders.



## GREEN HIGHLIGHTS

**- 82%**  
ENERGY  
CONSUMPTION

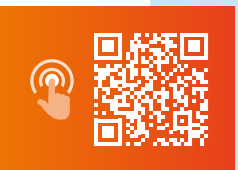
with our servo-electric punching and Ecopunch technology, compared to hydraulic solutions.

**- 64%**  
CO<sub>2</sub> EMISSIONS

with our servo-electric panel benders compared to hydraulic solutions.

WE ARE PART OF THE PRIMA INDUSTRIE GROUP

# SENIORITY, SOLIDITY AND GLOBAL PRESENCE



## SEMEA

- 1 HEADQUARTERS
- 4 PLANTS
- 2 TECH CENTERS
- 9 SUBSIDIARIES AND BRANCHES

Prima Power is the Laser and Sheet metal machinery business unit of the Prima Industrie Group. The other business units are Prima Electro and Prima Additive.

Prima Power machines are designed and manufactured in our factories in Italy, Finland, USA, and China.

## NORTH EUROPE

- 1 PLANT
- 2 TECH CENTERS
- 8 SUBSIDIARIES AND BRANCHES

## PRIMA INDUSTRIE

1977  
YEAR OF ESTABLISHMENT

3  
BUSINESS UNITS

8  
PLANTS AND R&D CENTERS

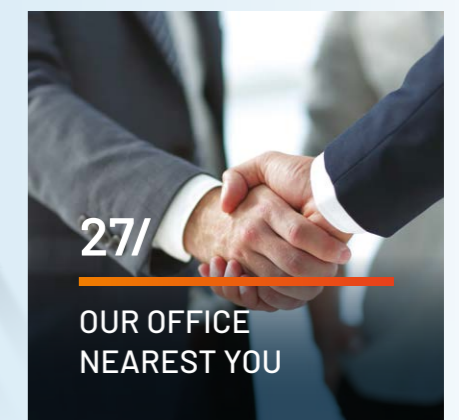
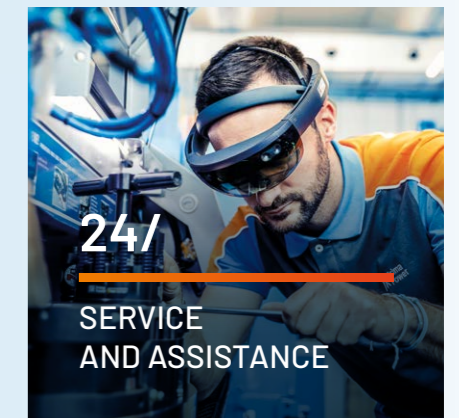
80+  
COUNTRIES

1,900+  
PEOPLE

~500M€  
REVENUES

15k  
INSTALLED BASE

## FIND OUT MORE



## AMERICAS

- 2 PLANTS
- 2 TECH CENTERS
- 4 SUBSIDIARIES AND BRANCHES

## APAC

- 1 PLANT
- 1 TECH CENTER
- 5 SUBSIDIARIES AND BRANCHES

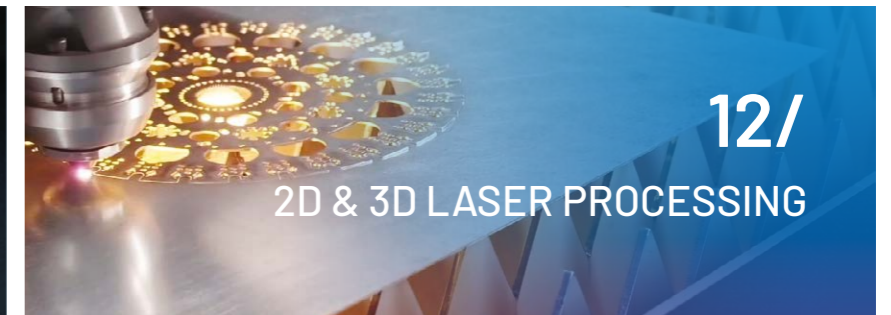


# PRIMA POWER SOLUTIONS

## FUTURE-PROOF YOUR MANUFACTURING

Our product range in the branch of **machines and systems for sheet metal manufacturing sector** is one of the widest in the industry, including 2D and 3D laser machines, punching and combined punch-laser and punch-shear machines, press brakes, panel benders, flexible manufacturing systems, storages, automation solutions and software.

With our solutions **we help our customers enhance their competitiveness**, becoming a key element in their value chains as strategic partners for smart, sustainable, and future-proof manufacturing.





# LASER PROCESSING

THE MOST FLEXIBLE TOOL EVER

2D LASER

3D LASER



## 2D LASER CUTTING

Laser cutting is an amazingly flexible technology. A wide variety of materials and thicknesses can be processed, with no limit to the shape you can obtain. Its programming is so fast that any change can be applied in any phase of your production with virtually no extra costs and time. Its precision is the highest, the quality of the cut edge is excellent and there is no part distortion. The best application for laser technology is processing of metals (steel, stainless steel, aluminium, copper and brass) of thicknesses ranging from 0.8 mm to 30 mm.

## 3D LASER PROCESSING

3D laser processing takes advantage of the flexibility of the laser tool and applies it to complex three-dimensional parts that can be processed thanks to highly technological multi-axis machines. The fiber laser technology, used in the Prima Power 3D laser machines, allows this flexibility while still granting high levels of productivity, quality and efficiency with low maintenance requirements. The features of the fiber laser source allow Prima Power 3D laser machines to be suitable for a wide range of materials, mainly high-strength steels.

### INDUSTRIES

Aerospace / Automotive / Energy / Healthcare & Medical / HVAC  
Mechanics & Machinery / Yellow Goods & Trucks



*The effectiveness and value of the investment didn't take long to show itself. In fact, in the first month after commissioning, laser production has already almost doubled! Last but not least, we also saved floor space.*

**Rudy Peruzzetto**  
Owner (Astra, Italy)

### 2D LASER MACHINES

#### Laser Genius<sup>®+</sup>

Highly productive and flexible fiber laser machine with reversible layout, suitable for all kinds of applications.

#### Platino<sup>®</sup>

Productive, efficient and easy to use laser cutting machine. Profitable for a production mix including all materials and thicknesses.



### 3D LASER MACHINES

#### Laser Next<sup>®</sup> 1530 - 2130

First-class performance 3D laser machines designed, developed, manufactured and tested for the mass production of automotive components.

#### Laser Next<sup>®</sup> 2141

Designed for large parts processing and job shop applications with flexible configurations and advanced technology for different applications.

#### Rapido<sup>®</sup>

Quality, productivity and efficiency for entry-level applications. Ideal for jobshops productions thanks to its top application flexibility and low running costs.

#### LASERDYNE<sup>®</sup> 795

The premier multi-axis laser processing system for precision welding, drilling, cutting and DED additive applications.

#### LASERDYNE<sup>®</sup> 811

A multi-axis laser processing system that delivers precision and speed along with the efficiency required for cost-competitive welding, drilling, and cutting of a wide variety of components.





# BENDING

LONGSTANDING SERVO-ELECTRIC EXPERIENCE  
FOR HIGH-QUALITY BENDING SOLUTIONS

## PANEL BENDERS

In panel benders, the bending work is performed by the blades, while the blank holder holds the sheet still during the bending. The blades are thus able to perform different types of bends, upwards or downwards, beginning with the outermost bends of one side, before performing the bend sequence towards the innermost bend automatically. All of these movements are controlled by electric servo drives that guarantee maximum positioning accuracy in the bending trajectory, thus ensuring an optimal result.

## PRESS BRAKES

In press brakes, most bending parts are produced using different bending methods: air, bottom or folding and hemming. No matter the method, they all work the same: a punch tool and a die are set at predetermined angles to bend or cut metal into a variety of shapes and forms. The basic principle of press brake forming relies on force, otherwise known as tonnage. This determines the total amount of pressure that can be applied by the punch during a bend. The higher the tonnage, the thicker the materials that can be bent and vice versa.

### INDUSTRIES

Aerospace / Automotive / Building & Housing Equipment / Electric Cabinets / Elevators & Escalators  
Energy / Food Service Equipment / Healthcare & Medical / HVAC / Mechanics & Machinery  
Steel Furniture, Panels & Warehousing / Yellow Goods & Trucks

## PANEL BENDERS

### FBe Fast Bend

Semi-automatic bending solution for simple, flexible and accessible production.

### BCe Sharp

Entry-level panel bender to satisfy the widest range of production needs.

### BCe Smart

Ergonomics and intelligence available to the operator at affordable prices.

### BCe Bending Centre

Semi-automatic panel bender combining flexibility and productivity.

### EBe Express Bender

Fully-automatic panel bender to boost your productivity and performances to the maximum.

### Robotic Bending Solutions

Our panel benders can be integrated with a 6 or 7-axis industrial robot equipped with further devices to handle the material or to support the bending.

## PRESS BRAKES

### eP Series

Servo-electric press brake for outstanding reliability and maximum productivity, capable of meeting any production needs.

### eP Genius Series

Efficient servo-electric eP with a fast and automatic tools change storage. Available also as a Duo version with two machines connected to the same storage (eP+eP or eP+hP).

### hP Series

ECO hydraulic bending solution for the high tonnage market.

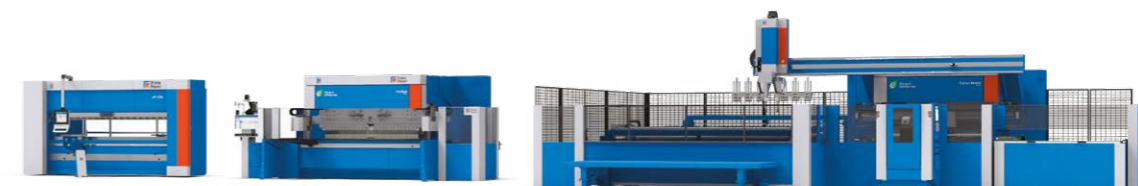
### Robotic Bending Solutions

All our press brakes can be integrated with a 6 or 7-axis industrial robot equipped with further devices to handle the material or to support the bending.



*This is a truly unique bending solution with a panel bender, a robot and an integrated press brake. But what we like the most is the fact that the whole system is extremely flexible!*

**Michael Winkler**  
Production Manager  
(Schulthess Maschinen AG,  
Switzerland)





# PUNCHING & COMBINED TECHNOLOGIES

## STATE-OF-THE-ART SERVO-ELECTRIC PUNCHING AND COMBINED MACHINES

### PUNCHING

Prima Power punching machines offer servo-electric punching technology based on pioneering experience, in an eminently flexible package. The genius of servo-electric punching is how it combines energy-saving and ergonomics with superb accuracy and productivity. And by using special tools, also forming, marking and tapping is also possible.

### PUNCHING & SHEARING

The vast majority of all fabricated sheet metal components are rectangular, so a highly economical method to produce them is to first punch and then shear the components loose in the same automatic process with an integrated right-angle shear. The punching and shearing concept saves material, decreases required floor space and investment in separate machine tools, tooling and energy.

### PUNCHING & LASER CUTTING

Prima Power Combi machines have a small footprint yet offer productivity, operational convenience and compatibility with several automation solutions. With Prima Power combi-lasers you can achieve high quality and produce even the most complex parts by utilizing both fiber laser cutting and punching technology where they suit it best.

### INDUSTRIES

Building & Housing Equipment / Electric Cabinets / Energy / Food Service Equipment / Healthcare & Medical HVAC / Mechanics & Machinery / Steel Furniture, Panels & Warehousing



We wanted to eliminate the separate blanking operation and find a solution that allowed us to process an entire sheet with common-line cutting, without having to shake out parts at the end. The punch-shear has accomplished just that. Also part consistency and dimensional accuracy gained with the machine have virtually eliminated our quality issues.

**Brad Johnson**  
Industrial engineer and continuous improvement coordinator  
(LaForce, United States)

### PUNCHING MACHINES

#### Punch Sharp

A flexible, compact and affordable punching machine with superb accuracy, energy saving and productivity.

#### Punch Genius

Outstanding energy efficiency, low maintenance requirements and high speed of operation, superb accuracy and productivity.



### COMBINED PUNCHING AND SHEARING MACHINES

#### Shear Genius® EVO

Shear Genius EVO concept saves material, decreases required floor space and investment in separate machine tools, tooling and energy.

#### Shear Brilliance®

Outstanding productivity for producing square parts and panels.



### COMBINED PUNCHING AND LASER CUTTING MACHINES

#### Combi Sharp®

Integrated punching and laser cutting at an affordable price.

#### Combi Genius®

Punching + Laser cutting = Superior manufacturing economy.







# SYSTEMS

## SCALABLE AUTOMATION SOLUTIONS & PRODUCTION LINES WITH INTELLIGENT INDUSTRIAL INFORMATICS

# FLEXIBLE MANUFACTURING SYSTEMS

A Flexible Manufacturing System automates information flow from production management through programming to production reporting, provides an integrated production system (reducing the whole production process into a single stage), and fully automates manufacturing stages and material handling.

Thanks to Prima Power FMS technology, the manufacturer gets superior cost efficiency and flexibility. With customized production, efficiency approximating that of serial production can be reached also in small-batch manufacturing. At the same time, the technology is perfectly suited to highly efficient serial production. A well-engineered FMS can become a dedicated manufacturing line for one product now and in a few seconds or minutes for another product next month, or next year. In short, this amounts to the agility and flexibility needed for competitiveness now and in the future.

# STORAGE SOLUTIONS

Flexible storage solutions for automating the material flow, making different materials available whenever needed automatically and without delays, also serving as intermediate storage for ready components and as a buffer.

From single tower solutions up to fully automated warehouses, Prima Power offers the optimal solution for every application and all system sizes.

# INDUSTRIES

Aerospace / Automotive / Building & Housing Equipment / Electric Cabinets / Elevators & Escalators  
Energy / Food Service Equipment / Healthcare & Medical / HVAC / Mechanics & Machinery  
Steel Furniture, Panels & Warehousing / Yellow Goods & Trucks

## FLEXIBLE MANUFACTURING SYSTEMS

### PSBB

Punching / Shearing  
Buffering / Bending

A compact flexible manufacturing system for automatically processing blank sheets into ready-bent, high-quality components.

### LPBB

Laser cutting / Punching  
Buffering / Bending

The manufacturing system integrates punching, laser cutting, bending and intelligent part handling and is suitable for more complex shapes in the manufactured parts.

### LBB

Laser cutting / Buffering / Bending

Combines the best sides of 2D laser cutting and bending: flexibility, automated material flow, and automated bending process. Lights-out production capacity together with outstanding flexibility of the material flow.

### Night Train FMS®

Leading technology storage solution in automated flexible manufacturing systems. Night Train FMS automates the material and information systems of a facility and combines individual manufacturing stages into a single flexible process.

### PunchBend

Advanced manufacturing solution for cut to size materials. High productivity is achieved with fast loading and tool changes.

## STORAGE SOLUTIONS

### Fast Loading Storage

Ideal for fast material changes during production. The first block of a Night Train.

### Fast Loading Device

An economical solution for fast material changes in material flow.

### Combo Tower

Smooth material flow and a large storage capacity. Makes different materials available whenever needed automatically and without delays.

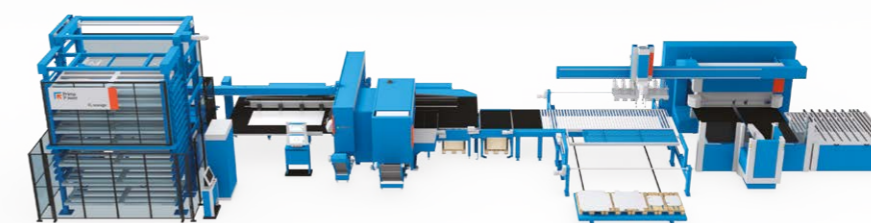
### Combo Tower Laser

A flexible storage system with integrated loading and unloading features for 2D lasers. Smooth material flow and a large storage capacity.



*Manufacturing the world's safest pet carriers requires controlled and stable sheet metal manufacturing process. Our customers set high demands for the quality and aesthetics of the product, while we seek ways to be cost-effective. We invested in a fully automated Prima Power PSBB line in 2010, and in 2021 we purchased our second line meeting all these requirements.*

**Gert Olofsson**  
CEO (MIMSafe, Sweden)







# AUTOMATION

## MATERIAL HANDLING SOLUTIONS TO MAXIMIZE PRODUCTIVITY



Modular Prima Power process automation allows for optimal factory logistics in a simple way and with a sustainable investment. Based on long experience, our modular solutions have been engineered to perfection in terms of performance and reliability, as required by lights-out production.



Today, automation is becoming a key success factor in the industry. Automation is a crucial element in production efficiency, it increases competitiveness in the market and it also alleviates the challenges related to the availability of skilled labor. Automation increases the company's attractiveness both for customers and for top production professionals.

**Kimmo Niska**  
President and CEO  
(Steelcomp Oy, Finland)

### AUTOMATION SOLUTIONS FOR ALL NEEDS

Prima Power offers a wide range of flexible, reliable, and efficient modules for:

- LOADING
- UNLOADING
- PICKING
- SORTING
- STACKING
- BUFFERING

The main benefit is to reduce low added-value human operations while at the same time increasing the finished product quality and the possibility of unmanned 24/7 production by automating the working cycle of the machine.

A cut-to-length solution adds efficiency to material usage of an automated manufacturing line.



### ROBOTIC AUTOMATION SOLUTIONS

#### LST

LST is a compact high-performance automatic loading and stacking robot. LST loads the sheets into the machine, picks the parts and sorts them in stacks to be used in the subsequent steps.

#### LSR

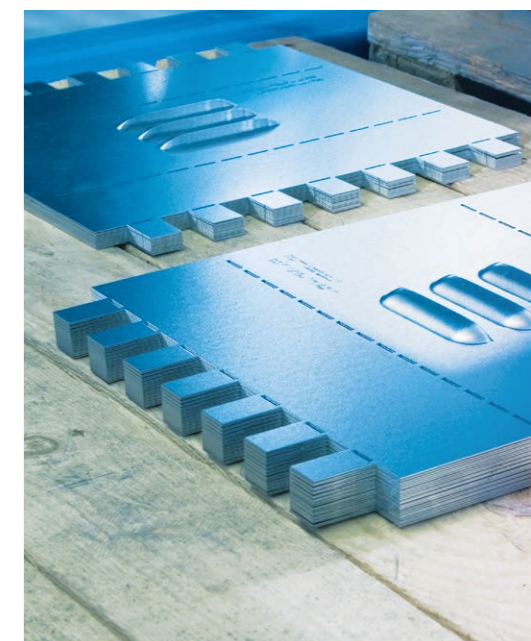
The LSR loading, unloading and stacking robot is a material and part-handling robot for punch-laser machines. LSR loads sheets to the machine and stacks finished parts onto stacking pallets.

#### PSR

The PSR picking and stacking robot is an efficient solution for arranging the material flow. PSR automates part picking, stacking and intermediate buffering between punch-shear machines and panel benders.

#### PSR 2D

PSR 2D is a high-performance, automated picking solution to automate 2D laser material flow. PSR 2D enables LG+ to reach its full capacity thanks to the picking process, which is done on the third pallet, without stopping the cutting process.





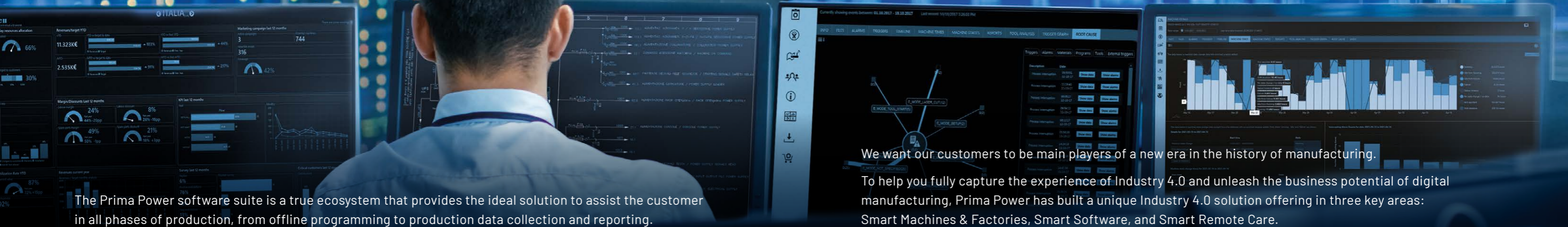


# SOFTWARE

THE DIGITAL ECOSYSTEM YOU NEED

INDUSTRY 4.0

# THE FUTURE OF MANUFACTURING



The Prima Power software suite is a true ecosystem that provides the ideal solution to assist the customer in all phases of production, from offline programming to production data collection and reporting.

We want our customers to be main players of a new era in the history of manufacturing.

To help you fully capture the experience of Industry 4.0 and unleash the business potential of digital manufacturing, Prima Power has built a unique Industry 4.0 solution offering in three key areas: Smart Machines & Factories, Smart Software, and Smart Remote Care.



## HUMAN MACHINE INTERFACE

Always be in control. A suite of machine user interface software solutions that controls machine operations, tools, production orders, and stacking of finished parts directly on-board. Thanks to a simple and intuitive touch screen interface, you can easily manage machine parameters and configurations.

## MACHINE PROGRAMMING

Integrated, automated, and easy-to-use solutions for the programming of Prima Power systems designed to be production management tools with the maximum positive impact in terms of flexibility and efficiency.



## PRODUCTION PLANNING

Make your production process transparent and easy to manage. Starting from planning, monitoring, and controlling machine capacity up to controlling the entire production process from order management to the finished product and reporting.

## PRODUCTION REPORTING AND MONITORING

Check your production online with the self-service customer portal that provides users with detailed information about their production and machines, offering important benefits, quality and resource management improvement, downtime reduction, and organizational learning.



## SMART MACHINES & FACTORIES

Prima Power Smart Machines and automated factories can collect real-time and historical parameter data through sensors and cameras to maximize machine performance, enhance efficiency and flexibility.

## SMART SOFTWARE

The Prima Power Smart Software family is a comprehensive portfolio of modular software-based systems that enable seamless production information flow, connectivity to ERP and MES through storing machine-generated data in the cloud.

## SMART REMOTE CARE

Prima Power Smart Remote Care is a data-driven analytics and predictive maintenance service that improves machine availability, takes care of your production performance analysis, and monitors machine status and condition to ensure the highest possible machine performance.







Preventive maintenance

Service agreements and warranty extensions

Phone and remote support

Augmented reality remote assistance

Service intervention

Strong factory tech support

Software care

Machine upgrades

Spare parts

Tools

Trainings and process optimization

Relocations and refurbishment



# PRIMA POWER SERVICE

KEY TO BETTER PRODUCTIVITY

We monitor machine condition in order to save you time and money, coming to your factory if necessary to intervene directly and quickly for maximum uptime and manufacturing efficiency. We provide you with the best tools and original spare parts, enabling you to stay on the cutting edge with machine upgrades: we work hard to make your work easy.

Our **worldwide service network** consists of almost 40 subsidiaries and dealers allowing us to support you wherever you are.



**CLOSE TO OUR CUSTOMERS, WORLDWIDE**

Thanks to more than **400 highly professional service engineers**, we are able to assist you wherever you are.





# CONTACT US

We operate in more than 80 countries around the world.

Our **eight plants** are spread over three continents and they are specialized in different technologies, delivering high-tech machinery and services all over the world. Our **seven Technology Centers** are available for technological consultation, feasibility studies, cycle time optimization, demonstrations and they are always open for you.

We have a **direct sales and service presence in more than 25 countries** as well as a **worldwide network of agents and specialized distributors**. This organization guarantees a “glocal” presence, allowing us to be close to our customers wherever they may be.



**Find out where we are**  
closest to you



**Send us your request**  
or start a live chat



**Stay up to date**  
with our activities







[primapower.com](http://primapower.com)